

# Celebrity Endorsements and Brand Attitudes Toward Buying Interest

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## ABSTRAK

Dalam beberapa tahun terakhir, pengaruh selebriti pada iklan merek sangat menjanjikan. Tidak diragukan lagi, dukungan selebriti meningkatkan kesadaran merek perusahaan melalui dukungan. Penelitian ini bertujuan untuk mengetahui pengaruh celebrity endorsement dan brand attitude terhadap minat beli pada remaja. Penelitian ini menggunakan pendekatan kuantitatif. Subyek penelitian ini berjumlah 100 siswa di SMA X Sangatta Utara yang dipilih dengan teknik purposive sampling. Metode pengumpulan data yang digunakan adalah skala niat beli, dukungan selebriti, dan sikap merek. Teknik analisis data yang digunakan adalah regresi linier berganda. Data yang terkumpul dianalisis dengan bantuan program Statistical Package for Social Science (SPSS) versi 21.0 for windows. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan antara celebrity endorsement dan brand attitude terhadap minat beli ( $F = 39,016$ ;  $p = 0,000$ ;  $R^2 = 37,5\%$ ). Tidak terdapat pengaruh yang signifikan antara celebrity endorsement terhadap minat beli ( $\beta = 0,070$ ;  $t = 1,978$ ;  $p = 0,544$ ). Ada pengaruh yang signifikan antara sikap merek terhadap niat beli ( $\beta = 0,556$ ;  $t = 4,859$ ;  $p = 0,000$ ).

## ABSTRACT

In recent years, the influence of celebrities on brand advertising is very promising. Undoubtedly, celebrity endorsements increase a company's brand awareness through endorsements. This study aims to determine the influence of celebrity endorsement and brand attitude on buying interest in adolescents. This study used a quantitative approach. The subjects of this study amounted to 100 students at SMA X Sangatta Utara who were selected by purposive sampling techniques. The data collection methods used were the scale of purchase intent, celebrity endorsements, and brand attitudes. The data analysis technique used is multiple linear regression. The collected data was analyzed with the help of the Statistical Package for Social Science (SPSS) program version 21.0 for windows. The results of this study showed that there was a significant influence between celebrity endorsement and brand attitude towards buying interest ( $F = 39.016$ ;  $p = 0.000$ ;  $R^2 = 37.5\%$ ). There was no significant effect between celebrity endorsements on buying interest ( $\beta = 0.070$ ;  $t = 1.978$ ;  $p = 0.544$ ). There was a significant influence between brand attitudes toward purchase intent ( $\beta = 0.556$ ;  $t = 4.859$ ;  $p = 0.000$ ).

## 1. INTRODUCTION

The development of the modern world is currently increasing rapidly. Technological advances have had a wide impact on the entire world community. Technological developments cause changes in all fields both in terms of science, industry, offices, communication, economy, and agriculture (Kurniawati, 2022). Not only limited to benefits for manufacturers and distributors, but technology also provides benefits for consumers in the form of making it easier for people to shop through gadgets. Gadgets as one of the products of technology that makes it easier for modern society to carry out activities to buy and sell goods and services. Previous research explained that the internet and gadgets are one of the results of technological developments (Adriansyah et al., 2017). Gadgets such as smartphones and laptops are not only used to communicate and search for information but are also used to use social media. Social media itself has a variety of functions and uses, one of which is to support daily life, such as Instagram, Twitter, Line, Whatsapp, Tiktok, Youtube, and Telegram (Demarque et al., 2015). Social media is also a new media that is favored by the people of Indonesia, especially teenagers (Nugraha et al., 2015). Some of Indonesian people are active users of social media and who dominate it are teenagers (Prihatiningsih, 2017).

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Teenagers use social media such as Instagram to communicate and trade transactions of goods or services. Online business is a phenomenon that is currently mushrooming on Instagram social media to make buying and selling transactions. Many teenagers in Indonesia use the *Instagram* to transact. Previous research conducted found that as consumers, adolescents have the characteristics of being easily influenced, persuaded by existing advertisements, difficult to save, and tend to be less realistic (Mustika & Astiti, 2017). Based on this, it can be known that teenagers tend to consider many things less before finally deciding to buy a good or service. This behavior indicates that adolescent buying interest is quite high in a good or service. Buying interest is a trait that arises from within a person before finally deciding to buy a good or service (Kasih et al., 2020). A person will tend to think a lot of reasons to buy a good or service before finally realizing the thought. Previous research showed that teenagers in Indonesia have a habit of buying goods without seeing the useful value of the goods or services first (Sulu et al., 2016). The high interest in buying is also influenced by the existence of promotions that can attract attention. In line with this research, other research shows that promotion has a significant influence on buying interest, which can be interpreted by the more frequent and attractive the promotion, the higher one's buying interest (Afrin et al., 2015). Previous research promotion can also be done by celebrities as one of the strategies that can be used to attract the attention of the public so as to be able to give influence to buy certain products (Superwiratni, 2018). Celebrity is one example that is used as a strategy to promote goods or services. Celebrities have a popularity that is used because it can attract attention and give confidence to the public, so that public interest in promoted goods or services can increase.

Celebrity endorsements have become a popular marketing tactic for businesses looking to promote their products or services. This type of marketing involves using celebrities to endorse and promote products or services to their fans and followers. The use of celebrities in advertising can be beneficial for brands as it can create a positive brand attitude and influence consumer purchase intent. In this essay, we examine the influence of celebrities on brand attitudes and purchase intent. Support from competent celebrities can build a person's trust in a particular product brand so as to create an attitude towards the brand. Previous research suggests that celebrity credibility can increase attitudes towards brands that will increase buying interest (Singh & Banerjee, 2018). Consumers who consider a celebrity credible will give an advantage to the brand promoted by the celebrity. This is in line with the research conducted by similar research which shows that celebrity support in the form of appearances from celebrities in promoting products gives rise to a good evaluation (Bergkvist & Zhou, 2016; Winterich et al., 2018). A good evaluation of a brand can have an influence on a person's interest in buying.

A positive brand attitude can emerge when consumers associate celebrities with brands. Celebrities have the power to influence consumer perceptions and attitudes towards a particular brand. When a celebrity endorses a product or service, consumers associate that celebrity's image with the brand, making it more appealing. For example, when a well-known athlete endorses a sports brand, consumers tend to associate that brand with excellence, quality, and performance. A positive brand attitude can increase brand loyalty and willingness to buy recommended products. According to previous research brand attitude is an evaluation of the overall brand carried out by consumers (Sulistiyowati, L. & Nursanti, 2014). A positive attitude towards a brand will increase trust and at the same time increase one's buying interest. A person's interest and trust in a brand results in a stronger desire for someone to choose and own the brand (Sulistiyowati, L. & Nursanti, 2014). A positive brand attitude will make the brand more preferred so that it will be easier to remember. The uniqueness of a brand both in terms of promotion and the quality of the products offered gives a variety of impressions to other individuals that ultimately affect the interest in buying. The uniqueness is seen by teenagers as a stimulus that makes teenagers interested in owning and starting to consider the product. Adolescents in an economic context are consumers with characteristics easily persuaded and influenced by certain promotions and brands. Teenagers have a sense of wanting to try more than individuals in other age ranges, so to make teenagers interested in a product both goods and services will be easier (Mustika & Astiti, 2017). Based on the description of the above problems, researchers want to find out the influence of celebrity support and brand attitudes towards buying interest in adolescents. The first hypothesis in this study is that there is an influence of celebrity support and a reek attitude towards buying interest in adolescents. Second, there is the influence of celebrity support on buying interest in teenagers. Third, there is the influence of brand attitudes towards buying interest in adolescents.

## 2. METHODS

The type of research used in this study is quantitative methods. The design used is descriptive and inferential statistics. The study had two free variables: celebrity endorsement and brand attitude, and one free variable: buying interest. Data analysis in this study was carried out with the help of the SPSS

computer program version 21.0 for windows. This study had a sample of 133 adolescents who attended High School X Sangatta Utara. Sample determination in this study uses purposive sampling techniques. This technique is used because of certain criteria and considerations in this study. Purposive sampling is a sampling technique based on certain criteria or considerations. The data collection method used in this study is a measurement tool or instrument. The research instruments used are three, namely the interest scale, celebrity endorsements, and brand attitudes. The study also used a Likert scale to collect data. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people regarding social phenomena (Sugiyono, 2013). The scale is processed using a Likert form with five alternatives to answer and grouped in favorable and unfavorable statements. The five alternative answers are Very Suitable (SS), Appropriate (S), Hesitant (R), Inappropriate (TS), and Very Inappropriate (STS).

The data processing process begins by testing the validity and reliability of each variable scale in this study. On the buying interest scale, there are 5 item that fall from 30 item with a reliability value of 0.780. The scale of celebrity support, there are 2 item who died with a reliability value of 0.807. On the brand attitude scale, there are 7 item that fall out of 40 items with a reliability value of 0.888. The data analysis techniques in this study used multiple regression analysis to find out how much influence and predictive ability of both free and variable variables are bound. Before uji analysis is done, the assumption test is done first. The entire data analysis technique in this study was carried out using the help of the SPSS (Statistical Packages for Social Science) computer program version 21.0 for Windows.

### 3. RESULTS AND DISCUSSIONS

#### Results

Descriptive data is used to describe the condition of data distribution in adolescents at High School X Sangatta Utara. Mean empiric and mean hypothetical obtained from the response of research samples through three research scales, namely the buying interest scale, the celebrity support scale, and the brand attitude scale.

**Table 1.** Mean Empiric and Mean Hypothetical

Variable	Mean Empiric	Hypothetical Mean	Status
Buy Interest	87.86	75	Tall
Celebrity Endorsements	68.75	66	Tall
Brand Attitude	100.90	99	Tall

Through Table 1, you can find out the picture of the distribution of data general in adolescent research subjects at High School X Sangatta Utara. Based on the results of the measurement of the prosocial behavior scale obtained mean empiric 87.86 higher than the hypothetical means 75 with a high category. Furthermore, based on the results of the measurement of the filled celebrity support scale, the mean empiric 68.75 is higher than the average hypotension 66 with the high category. Then, based on the measurement results through the brand attitude scale that has been filled obtained mean empiric 100.90 is higher than the hypothetical means of 99 with the high category. Before conducting data analysis in a hypothesis test, it is necessary to conduct an assumption test consisting of a normality test and a linearity test.

#### Normality Test

The normality test in this study was carried out to find out the deviation of the observed frequency studied from the theoretical frequency. The data normality test is carried out through a comparison between the probability of the Kolmogorov-Smirnov value with a value of 0.05 (5%). The rule used is that if the  $p > 0.05$  then the distribution of data is normal, otherwise if the  $p < 0.05$  then the distribution of data distribution is not normal (Santoso, 2012).

**Table 2.** Normality Test Results

Variable	z	p	Information
Buy Interest	0.065	0.200	Usual
Celebrity Endorsements	0.063	0.200	Usual
Brand Attitude	0.56	0.200	Usual

Based on Table 2 of the normality test results that have been done on each variable, the result is that the p value in the buying interest variable  $> 0.05$  which means that the buying interest variable has a

distribution of distributed data. normal. Then, in the variable of celebrity support and buying interest obtained the result that the value of  $p < 0.05$  which means that the variable of celebrity support and brand attitude has an abnormal distribution of data.

### Linearity Test

Linearity assumption test is a test performed to determine the linearity of the relationship between free variables (dependents) and bound variables (independent). The relationship between dependent and independent variables that are linear (straight line) in a given variable range is referred to as linearity (Santoso, 2012). The rule used in the linearity test is that if the *deviant value from linearity*  $p > 0.05$  and the value F calculates  $< F$  table at the significance level of 5% or 0.05, then the relationship is declared linear (Gunawan, 2013).

**Table 3.** Linearity Test Results

Variable	F Count	F Table	p	Information
Buying Interest – Celebrity Endorsements	1,309	3.07	0.149	Linear
Buying Interest – Brand Attitude	0.698	3.07	0.902	Linear

Based on Table 3 it is known that the results of the linearity test between the buying interest variables in the table above indicate and that between a buying interest with celebrity support has a deviant value from linearity  $p$  of  $0.149 > 0.05$  and a calculated  $F$  value of  $0.698 < F$  table of 3.07 which means that its effect is expressed linearly. Then, the results of the linearity assumption test between buying interest and brand attitude have a deviant from linearity  $p$  of  $0.902 > 0.05$  and a calculated  $F$  value of  $0.698 < F$  table of 3.07 which means the effect is expressed linear. After the assumption test, then the hypothesis test of multiple regression model analysis is carried out. Based on the results of full model regression testing on celebrity support variables and brand attitudes towards buying interests together, the results are obtained as follows:

**Table 4.** Regression Analysis Test Results Full Model

Variable	F-count	F-table	R <sup>2</sup>	p
Buy Interest Celebrity Endorsements Brand Attitude	39.016	3.07	0.375	0.000

Based on Table 4, results are obtained that show  $F$  calculates  $> F$  table and  $p < 0.05$  which means celebrity support and brand attitude towards buying interest has a significant influence with the value of  $F = 39,016$ ,  $R^2 = 0.375$  and  $p = 0.000$ . This means that the major hypothesis in this study is accepted that there is an influence of celebrity support and brand attitudes towards buying interests. Then the results of regression analysis can be gradually known as follows:

**Table 5.** Regression Analysis Test Results Phased Model

Variable	Beta	T Count	T Table	p
Celebrity Endorsements (X1) Buying Interest (Y)	0.070	0.608	1.978	0.544 4
Brand Attitude (X2) Buying Interest (Y)	0.556	4.859	1.978	0.000

Based on Table 5, it can be known that  $t$  calculates  $< t$  table and  $p$  value  $> 0.05$  which means there is no influence of celebrity support on buying interest with beta coefficient values ( $\beta$ ) = 0.070,  $t$  count = 0.608, and  $p = 0.544$  ( $p > 0.05$ ). Then, the brand's attitude towards buying interest shows that  $t$  calculates  $> t$  table which means there is a significant influence with the beta coefficient value ( $\beta$ ) = 0.556,  $t$  count = 4,859, and  $p = 0.000$  ( $p < 0.05$ ).

### Discussion

In the first hypothesis, there is the influence of celebrity support and brand attitudes towards buying interest. This is in line with factors that affect buying interest according to which is a promotion related to attracting individual buying interest through various ways, one of which is celebrity support and the impression that consumers get with promotions (Nainggolan & Heryenzus, 2018). Other factors

according to similar research stated such as product quality and price are indirectly related to the impression and evaluation of consumers on a product (Nainggolan & Heryenzus, 2018). In line with previous research that revealed that buying interest is influenced by product quality, promotion, and price (Beneke et al., 2013; Sartika, 2017). These factors explicitly and implicitly relate to celebrity endorsements and brand attitudes that influence buying interest. Based on the results of descriptive tests, it can be known that the distribution of data measuring adolescent buying interest scales at High School X Sangatta proves that the subjects in this study have a high interest in buying. The results of previous research stated high buying interest in adolescents is caused by internal motivations such as the desire to try new things followed by a sense of excitement and external motivation such as the price, product, and appearance of a product in promotion, so the interest in doing *online* shopping is quite high in teenagers (Djafarova & Rushworth, 2017; Mustika & Astiti, 2017).

Another study explains that increased desire to buy can be influenced by attitudes towards the brand and proper celebrity support for a product (Pradhan et al., 2014). Similar research stated that celebrity endorsements are effective if the celebrity's personality has matched the brand or supported product (Nelson & Deborah, 2017). This suggests that the use of celebrities in promoting products can increase buying interest if the selected celebrity has a match with the product, to attract consumers to buy the promoted product. In line with the theory also put forward by previous research stated that celebrities become one of the important reasons used to promote products because celebrities are proven to be able to attract consumers through the fame, talent, credibility, and charisma of the products being promoted (Nelson & Deborah, 2017). The hypothesis in this study suggests that celebrity endorsements do not have a significant influence on buying interest. This means that the minor hypothesis in this study was rejected, namely that there was no influence of celebrity support on the buying interest of teenagers at High School X Sangatta. The findings are also in line with previous research conducted by which found that celebrity endorsements have no influence on buying interest (Daud & Fitrianto, 2015). This is influenced by the role of celebrities who are unable to influence and persuade consumers to buy a product (Daud & Fitrianto, 2015). According to previous research stated that role of credibility owned by celebrities affects the level of liking of these celebrities, so that it can have an impact on buying interest in consumers (Malik, G. & Guptha, 2014). Credibility is characterized by the ability to convince the public of the information that celebrities convey to the public (Singh & Banerjee, 2018). This suggests that celebrities' lack of ability to provide information can reduce teens' confidence in buying a product. In accordance with the theory put forward, celebrities who are able to know and know well the product being promoted can have a good impact on consumer buying interest and vice versa celebrities who are less able to know well a product that is promoted has a negative impact on interest in buying (Foroudi, 2019).

Descriptive tests conducted in this study showed that the distribution of data on the celebrity support scale was included in the high category. Based on the results of previous research, celebrities who promote a brand that matches the product in question can increase buying interest in the product (McCormick, 2016; Nelson & Deborah, 2017). However, there are several factors that contribute to the increase or decrease in celebrity support for buying interest. Factors that affect celebrity support according to previous research are consumer expertise and trust in celebrities (Setiawan, 2018). Expertise refers to the knowledge, understanding, and skills of celebrities to influence consumers' intentions to buy promoted products (Chung & Cho, 2017; Setiawan, 2018). When celebrities are less able to show the skills, they must promote an item, then the promotion is not able to increase buying interest. This is in line with similar research stated that the lack of information conveyed can make teenagers not trust the information, so it can reduce the interest in buying (Kasih et al., 2020; Ric & Benazić, 2022).

According to previous research consumer confidence in celebrities in promoting a product can be attributed to the appearance, experience, and beauty of the celebrity while promoting a product (Liang et al., 2022; Singh & Banerjee, 2018). The certainty and honesty of celebrities regarding the products delivered is also a factor that affects buying interest (Setiawan, 2018). In line with the theory described that consumers' views on celebrities affect buying interest in consumers (Malik, G. & Guptha, 2014). Another theory explains that consumers' perception of celebrities influences interest in buying (Daud & Fitrianto, 2015). This reveals that although there is a good perception between consumers and celebrities it is not enough to influence buying interest in consumers (Daud & Fitrianto, 2015; Liu et al., 2020). This can be a reference that in this study good and positive celebrity support cannot affect buying interest in adolescents. Previous research found that teenagers tend to evaluate a brand before choosing a product from a brand (Mustika & Astiti, 2017). This shows that the evaluation of a brand is something that affects buying interest in adolescents. Attitude towards the brand indicates the influence of consumers on a brand which also leads to the intention to buy (Sulistiyowati, L. & Nursanti, 2014). Similar research explained that a positive attitude towards the whole product gives rise to the desire to have a product

(Diantanti et al., 2018). Positive evaluation refers to various aspects in a product such as product quality, promotion, and price of a brand. In accordance with the factors stated by that the quality of a brand's products, promotions, and prices affect the attitude of the brand towards interest in a product (Sartika, 2017). The attitude of the brand formed will encourage the desire to buy a product (Bergkvist & Zhou, 2016). This theory can be interpreted that the attitude of adolescent brands on a product can affect buying interest. In the third hypothesis obtained results that there is an influence of brand attitudes towards buying interest in adolescents. This is in line with previous research conducted that brand attitudes have a significant influence on buying interest (Nayeem et al., 2019). Supported by research conducted by which also found that brand attitudes affect buying interest (Diantanti et al., 2018).

Another finding found that brand attitudes have an influence on interest in buying (Kruger et al., 2013). Coupled with previous research conducted which found that buying interest is also influenced by brand attitudes toward a product (Bergkvist & Zhou, 2016). In line with previous research which also found that there is an influence of brand attitudes toward purchasing interests in consumers (Rita, R. & Ahimsa, 2021). These previous studies support the findings of researchers that brand attitudes can increase buying interest in a product. Descriptive tests conducted in this study showed that the distribution of data on the brand attitude scale was included in the high category. Previous research explained that brand attitudes can affect whether consumers will buy or not buy a product (Sulistiyowati, L. & Nursanti, 2014). Similar research found that a good brand attitude can increase consumer buying interest in a product (Rita, R. & Ahimsa, 2021). A good response from consumers to a brand will lead to a positive evaluation so that it can increase motivation to generate the desire to buy a product (Diantanti et al., 2018). Based on this, it is known that a good brand attitude in adolescents can increase the desire to buy in teenagers. This is supported by previous research which stated that the evaluation process that produces a positive response has an impact on the high interest in buying from adolescents (Mustika & Astiti, 2017). The high interest in buying in adolescents is also influenced by factors such as advertising creativity and advertising attractiveness (Sulistiyowati, L. & Nursanti, 2014). This is in line with previous research found that advertising creativity and advertising appeal affect brand attitudes on a product (Sulistiyowati, L. & Nursanti, 2014). Creative advertising in a promotion is able to strengthen the desire of consumers to choose and own the product (Sulistiyowati, L. & Nursanti, 2014). The theory put forward by similar research explains that a positive brand attitude is able to strengthen brand attitudes that will increase interest in buying products (Rita, R. & Ahimsa, 2021).

Products with high advertising appeal will affect brand attitudes to increase buying interest in teenagers. Supported by previous research, that attractive advertising is able to bring brand awareness and shape brand attitudes (Utami & Ekawati, 2019). The existence of creative advertising and able to attract attention will form an attitude towards the brand in considering buying or not buying a product. Attitude is one of the psychological factors that affect buying interest in products. Buying interest can increase when consumers see ads promoted in a unique way to attract interest to own the product. This has been in accordance with factors that affect buying interest that an attractive promotion of a product will increase the desire to use the product (Sartika, 2017; Tiefani & Saputra, 2020). Promotions carried out regularly with attractive uniqueness can increase buying interest in promoted products (Nainggolan & Heryenzus, 2018). Products with promotions that show creative and attractive advertising will make teenagers as consumers evaluate the product, so that it will form a positive brand attitude. This suggests that brand attitudes influence buying interest in teens (Bergkvist & Zhou, 2016; Nainggolan & Heryenzus, 2018; Sartika, 2017). Based on the description above, it can be concluded that there is an influence of celebrity support and brand attitudes towards buying interest in adolescents by 37.5% while the remaining 62.5% is influenced by other variables not studied in this study.

#### 4. CONCLUSION

Based on the research that has been done, results conclude there is a significant influence on celebrity endorsements and brand attitudes towards belli's interest in teenagers, there is no significant influence of celebrity support on buying interest in teenagers, there is a significant influence on brand attitudes towards buying interest in adolescents.

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